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IN SUPPORT OF FIRE SAFETY AND FIRE FIGHTERS

A Public Service Proposal for

the Tobacco Industry

The Tobacco Institute

May 1982

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INTRODUCTION

On April 15, the Executive Committee of The Tobacco Institute received a three-page summary of the accidental fire problem as it impinges on the cigarette industry, with projects recommended by The Institute staff to deal with that problem (Attachment A).

The committee requested a detailed action proposal to be submitted for the committee's approval.

The Institute staff has consulted with its public relations agency, fire fighters and fire prevention authorities in examining potential opportunities for Institute participation in fire prevention activity.

We recognize that home fire problems should be our major focus; that individual behavior and the effectiveness of local firefighters are major factors in controlling home fire losses; and that despite occasional media treatments and "self-extinguishing cigarette" proposals, public opinion itself is not yet a significant negative factor as regards the cigarette industry.

We are assured that it is neither necessary nor practical to emphasize any single fire cause in our program.

We are encouraged to believe that organizations and individuals within the fire prevention community will welcome cooperation with The Institute. However, the staff has made no formal approaches or any disclosures of potential Institute projects to such persons or organizations. With an approved program, this will be done and, as a result, later alterations in some respects may be desirable.

Finally, we believe fire prevention should be a continuing activity of The Institute, reviewed as other programs are each year, with appropriate adjustments and allocations of resources.

This document is a response to the April request of the Executive Committee. It consists of four parts:

I. Grants

Two grants have been approved by The Institute members:

- A. Approximately \$50,000 to the Foundation for Fire Safety, subject to member approval of the program or projects supported by the funds. FFA as a 501(c)(3) tax-exempt organization, would receive funds remaining in The "Meyner account". See page 4.
- B. \$75,000 to the Upholstered Furniture Action Council in support of its research on fire resistant furniture.

We recommend a third grant of \$45,000 to Mr. Philip Schaenman, as approved by the Committee of Counsel, for a study of contrasting fire death rates in Europe, the U.S. and Japan. See page 5.

II. Immediate Communications Projects

- A. Fire prevention education. See page 6.
- B. Encouragement of volunteerism in fire service. See page 8.
- C. Promotion of smoke detector use and maintenance. See page 10.
- D. Merchandising. See page 11.

III. Long Range Programming

See page 13.

IV. Budget

See page 16.

We believe the projects outlined in the following pages will help to meet our recommended objectives.

1. Improved public safety.
2. Awareness, good will and recognition among firefighters and those who would propose and support over-simplified measures to improve public safety, such as the "self-extinguishing cigarette."

The audiences targeted for communications stemming from the recommended projects are:

1. The general public.
2. The fire prevention community.
 - a. Firemen and fire prevention organizations.
 - b. Government officials and legislators interested in fire prevention.
 - c. Businesses and industries interested in fire prevention -- heating, appliances, insurance.
 - d. Media.

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PART I. GRANTS

A. As noted above, final approval of the Foundation for Fire Safety grant is subject to member approval of the work to which it is to be applied. We recommend that the industry's financial contribution to the Foundation be earmarked as follows:

1. Firefighter equipment and protective clothing. We recommend that up to \$20,000 of the available grant money be given to the Foundation to continue research and development on fire safety equipment, such as rebreathing apparatus and protective clothing for firefighters. We further recommend that any money not used for this purpose, up to the \$20,000 maximum, be used in connection with the programs or projects described below.

2. Fire safety education in the secondary schools. The National Fire Protection Association has developed a fire safety education program for primary school students. But, remarkably, there has been no comparable program for the secondary schools. The Foundation, working with other interested groups (such as the New York State Office of Fire Prevention and Control), has developed a fire safety program that might be included in the secondary school curriculum. The materials are being tested in 29 schools in New York State. We recommend that \$20,000 of the available grant money be given to the Foundation to complete this pilot program and to complete development of the second school materials.

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3. "Firehawks" program. The Firehawks program, which was developed originally by the San Francisco Fire Department, attempts to deal with the growing arson problem involving youngsters by assigning a member of the local fire department to work with them on a one-on-one basis. The success of this program in San Francisco has led to proposals to begin a national program. We recommend that the balance of the available grant money, which would be approximately \$10,000 if recommendation numbers 1 and 2 are accepted, be given to the Foundation to develop the materials that will be

needed to permit fire departments across the country to begin local Firehawks programs.

B In addition to the research grants to UFAC and FFS, The Institute should provide a \$45,000 grant to Philip Schaenman, a noted fire authority, for a study of international differences in fire safety. The project has been examined and approved by The Institute's Committee of Counsel.

Philip Schaenman is a businessman (President of Tri Data Corp. which will receive the grant) and former associate administrator of the U.S. Fire Administration. He is a consultant to Covington & Burling. His proposal is to examine data which shows U.S. and Canadian fire losses to be extraordinarily high compared with other nations, to analyse the rationales for these differences in terms of what is or is not done which accounts for them, and to submit his study to a fire journal. His proposal is attached. (Attachment B)

Upon publication, the study would note The Tobacco Institute grant support. Depending on its content, The Institute staff would cooperate with the author in dissemination of reprints and development of "popular" articles, interviews or addresses to contribute to awareness of its findings by the widest possible segments of the fire community and the public itself.

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PART II: IMMEDIATE COMMUNICATIONS PROJECTS

A. Fire Prevention Education

Background: It is reported that there are five leading causes of fires in homes -- heating, cooking, arson, careless smoking and electrical distribution. Their order varies depending on whether measured by incidence, deaths, injuries or dollar losses. We recommend a program which at the outset would emphasize three, enabling more careful management for the short term -- heating, cooking and careless smoking. It should be understood that while we have developed the following particulars with assistance of consultants, we regard them as within our capabilities but subject to further consultations and reactions within the fire community itself at national and local levels. Thus our creative and strategic outline should be considered exemplary, and subject to that condition our project would focus in three areas.

1. Changing dangerous behavior, e.g., storage of flammables, leaving cooking unattended, smoking in bed.
2. Hardening the home environment, e.g., selecting UFAC-tagged furniture, shielding walls close to stoves.
3. Encouraging safer installations and maintenance, e.g., correctly spacing wood stoves, sweeping chimneys.

Strategy:

1. Creation and clearance of educational messages.
 - a. Preparation of an advertisement in The Institute's 1982 series, which answers most-asked questions about cigarettes, stating our concern about the problem of accidental fires and careless smoking. (Exhibit 1)

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- b. Production of a 1983 home fire safety education calendar, depicting hazard reminders with seasonal emphases. (Exhibit 2-A)
 - c. Development of spot newspaper advertisements, depicting certain home fire hazards. (Exhibit 3)
 - d. Development of spot newspaper advertisements, depicting clip-and-save 1983 calendar pages. (Exhibit 2-B)
2. Solicitation of organizations for cooperation in deliveries of materials; delivery and publication.

The Institute's national advertisement (Exhibit 1) will be published late this year, after cooperative arrangements are assured for distribution and delivery of other materials. As an immediate follow-up to approval of this proposal, the staff, working with consultants, will display the materials to representatives of fire organizations. Examples are:

- o National Fire Prevention Association
- o Wood Burning Institute
- o Association of Home Appliance Manufacturers
- o Upholstered Furniture Action Council
- o International Association of Fire Chiefs
- o National Chimney Sweep Guild

With the active assistance of cooperating authorities, The Institute staff will visit selected fire departments to offer materials for local distribution. This step applies to the foregoing strategy and also those on the pages which follow. In the present case, with local cooperation assured, The Institute will publish messages (Exhibits 2B and 3) in a leading local daily newspaper, and would provide the selected fire departments with a supply of the calendars (Exhibit 2-A) for distribution to local residents.

Possible selected departments are in Albany, NY; Boston, MA; Sacramento, CA; and Macon, GA.

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B. Encouragement of Volunteerism in Fire Service.

Background: About nine out of ten U.S. fire departments are at least partly volunteer. Both manpower and funding scarcities are problems for many of them.

Properly trained and equipped volunteers help curtail community fire losses. Communications urging both volunteer manpower and cash contributions will help meet The Institute's project goals.

Our project will focus on development of a communications kit to assist selected local volunteer fire departments in fund raising, recruiting and fire prevention education. (Exhibit 2-C)

Strategy:

1. Creation and clearance of promotional messages.
 - a. Message of introduction and concept from The Tobacco Institute.
 - b. Instructions for use of kit materials. (Exhibit 2-D)
 - c. Series of advertisements informing public of needs for volunteers and contributions. (Exhibit 2-E)
 - d. Advertisement offering 1983 fire prevention calendar. (Not depicted)
 - e. Spot newspaper advertisements of fire prevention tips. (Exhibit 3)
 - f. Description of creative material from Part II-A of this proposal, and order blank. (Not depicted)
2. Solicitation of organizations for cooperation in deliveries of materials; delivery and publication.

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With assistance of national organizations and authorities, The Institute staff will contact and display to selected volunteer fire departments the cleared materials listed above. Quantities will be supplied as needed. Advice and assistance will be given regarding placement of advertisements on the basis of space contributed by local publishers.

Possible selected departments are in Walla Walla, WA; Morristown, NJ; Winnetka, IL; and Ansonia, CT.

Potential cooperating organizations and authorities include:

- o International Association of Fire Chiefs
- o National Fire Volunteer Council
- o White House coordinator for volunteerism program
- o Foundation for Fire Safety
- o Volunteer Fireman's Fund

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C. Promotion of Smoke Detector Use and Maintenance.

Background: By 1980, about half of U.S. homes contained one or more smoke detectors. The fire death rate in equipped homes was about half that of unequipped homes. About one-fifth of the equipped homes received detectors as gifts. And about two-thirds of the population with family incomes below \$15,000 lived in unequipped homes.

Last year, the U.S. Fire Administration, an agency which may be terminated, launched an effort to invigorate promotion of smoke detector use. Among existing detectors, some are inoperative and overall their predicted lives are uncertain. As market expansion has slowed, manufacturers have curtailed advertising. Promotion of detectors is an urgent public need and, since their use is particularly effective in cases of smoldering fires which generate substantial smoke, the task is highly appropriate in meeting the goals of this project.

Strategy:

1. Creation and clearance of educational materials.

- a. A logotype with a promotional message: "Your Smoke Detector: Is it Working for You?"
- b. Materials to enlist help of children in promotional message deliveries.
 - (1) A badge inscribed "Junior Fire Inspector".
 - (2) A coloring book story of how youngsters encouraged parents to install detectors, ultimately saving family fire loss.
 - (3) A small bedroom poster sign, "Headquarters -- Junior Fire

Inspector". Encourage youngsters to undertake responsibility for monitoring batteries and maintaining units

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Note: Materials for children will not bear The Tobacco Institute signature alone, but it will be accompanied by identification of a cooperating organization or agency. An educational program of Hartford Insurance Co. will be studied for guidance.

2. Solicitation of organizations for cooperation in deliveries of materials; delivery and publication.

The Institute staff will identify other organizations and businesses with interests in detector promotion, presenting cleared materials and securing agreements to work cooperatively on the project. Distribution of materials to selected local fire departments, for their use with visiting groups of school children, will follow.

The logotype will be spotted in all advertisements and other material created as part of The Institute's overall project.

D. Merchandising and Promotion

Background: To assist the industry in meeting its objectives, the public and key segments within the public need to be informed, in a gracious way, of the public service implicit in these projects.

Strategy:

1. Distribution support and contribution to a quarterly newsletter on private sector initiatives in fire safety. This publication is produced and distributed by the Foundation for Fire Safety to some 60,000 individuals and organizations with interests in firefighting, fire safety, fire resistance and public policy development. The newsletter will occas-

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ionally feature items about the tobacco industry's projects but also will give credit to others and take editorial positions.

2. Local announcements of The Institute projects when and where they are implemented. These announcements will be made to the news media jointly by local fire chiefs and The Institute.
3. National announcement of the program through the Institute's Fall advertising program, already described in Part II-A. Reprints of this advertisement will be circulated to members and friends of the tobacco family for their use.

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PART III: LONG-RANGE PROGRAMMING

As stated in the introduction, fire prevention activity should be a continuing one for The Institute. Having developed and executed the projects recommended in Parts I and II of this proposal, the organization should develop future work in three ways:

- A. Expansion and refinement of the projects outlined in Part II.
- B. Evaluation of progress toward The Institute's stated objectives.

For each of our two objectives, there are several, eventually measurable indicators of project success. We intend the evaluation process to be continuous. For each objective, we will develop measurements of progress. They are:

Objective I: Improved public safety.

- 1. A decrease in the rate of accidental fires in the U.S.; and a proportionate decrease in rate of accidental fires caused by careless smoking.
- 2. An increase in the rate of homes using smoke detectors.
- 3. An increase in public awareness of basic fire safety techniques.
- 4. A decrease in the rate of injuries and fatalities among firefighters and fire victims.

Objective II: Awareness, good will and recognition among firefighters and those who would propose and support over-simplified measures to improve public safety, such as the "self-extinguishing cigarette".

- 1. Establishment of a strong, positive relationship with at least one prominent firefighting organization.
- 2. Establishment of the project in a dozen or more local fire departments by the end of 1982 and more in 1983. "Establishment" signifies a well-

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accepted, well-used project.

3. Decrease in the number of proposals for impractical or ineffective remedies for the fire problem.
4. Decrease in the amount of firefighter participation in support of such remedies.
5. Evidence of national and local endorsements of the industry effort by firefighters, legislators and other concerned with the fire issue, including articles in fire publications.
6. Measureable public awareness of the industry's concern and active involvement in the fire safety area and improved public knowledge of fire hazards.

C. Consideration of additional themes for Institute fire prevention communications. Possibilities identified in staff consultations to date include the following, with brief notes as to why they may not be timely at the outset of this project:

1. Arson prevention. We believe this theme, coming too soon, might be criticized as an effort to divert attention from careless smoking.
2. Encouraging escape planning. Another theme which does not deal with fire causes.
3. Promoting new fire detection and minimization technology. This would be helpful only after a fire begins.
4. Publicizing "celebrity" involvement in accidental fires as a general attention-getter. A theme too narrow for our project.
5. Expansion of "Operation Dixieland", a program developed at the U.S. Fire Administration and piloted so far in Arkansas. Coincidentally, "tobaccoland", roughly speaking, is also the U.S. area of highest fire

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death rates, though the major cause is heating problems, especially portable heaters. We need a more general project now.

6. Prevention of burn injuries. There is a concentrated problem of the handling of flammable liquids here, rather than a more widely focused approach.
7. Support of fire code studies both in terms of ideal content and increased awareness of exemplary codes. The significance of such codes will be a part of the study performed under The Institute grant to Mr. Schaenman, and this theme may become useful in later project work.

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PART IV: BUDGET

Grants

1982

1983

To the Foundation for Fire Safety for support of projects
to be determined by Institute membership (approx.) 50,000

To the Upholstered Furniture Action Council in support
of its research on fire resistant furniture. 75,000

To Mr. Philip Schaenman for the development of a study
contrasting fire death rates in Europe, Japan and the
United States, as recommended by Committee of Counsel 45,000

To the Foundation for Fire Safety for the publication
of a newsletter covering public sector fire safety
efforts.

Project Materials

National advertisement announcing the industry's
stance (not a new budget item -- within current
advertising budget) 630,000

Calendar (quantity of 100,000) 500,000

Insertion of "spot" advertisements depicting cer-
tain home fire hazards (24 insertions in six
markets)

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1982

1983

Insertion of "calendar page" advertisements (12
insertions, 2/3 page, in six markets)

Recruiting and fund raising kit for volunteer fire
departments (quantity of 5,000)

folder

guide

advertising reprints

"Junior Fire Inspector" materials (quantity 100,0000)

badges

coloring book

posters

Consultants

To establish contact and then a formal relationship
with appropriate cooperating agencies and local fire
departments.

To assist in the development and review of project
materials.

TOTALS

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WILLIAM KLOEPFER, JR.
Senior Vice President Public Relations
THE TOBACCO INSTITUTE
202/457-4861 800/424-9876

Art,

Because of an error on my part in
helping to assemble the proposal sent
to you yesterday by Sam, "In Support of
Fire Safety and Fire Fighters," these
pages were omitted from your copy. Please
insert them at the back, and sorry for
the mistake.

K 6/15



1875 I Street, N.W. Washington, D.C. 20006

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FIRE SAFETY EDUCATIONSummary

The prevention and the fighting of fires is principally a matter of public safety.

But it is the nature of fire to produce controversy, heroes, culprits and victims. Fire is often the focus of politicians and journalists assigning blame, scientists attempting to establish cause, educators hoping to promote public awareness, labor officials seeking more resources, and volunteers seeking more volunteers. Insurance companies lead a wide range of businesses concerned about the property and lives lost to fire.

With all of the attention afforded fire in this country, it is remarkable that the United States has the highest fire death rate of virtually any nation on earth.

Of the many causes of fire, careless cigarette smoking seems to have increasingly caught the attention of politicians and journalists. The solution they and some fire officials propose is the creation of a self-extinguishing cigarette. Bills have been submitted at the federal level and in several state legislatures. As an issue, cigarette-related fires continue to rise in prominence.

The irony is that as a category, cigarette-related fires have apparently decreased by 20 percent in the last three years -- a statistic expected to be released this Spring by federal officials. But even with that downward trend, it is unlikely that the issue will go away by itself: anti-smokers have targeted self-extinguishing legislation as a national priority. And with some fire officials behind them, the anti-smokers stand a fair chance of succeeding with some of these proposals.

To date, the industry response has been twofold:

1. The industry has said it can not make a self-extinguishing cigarette without unduly affecting the nature of the product; and that some substances will ignite with even a casual brush with a lit cigarette.
2. The industry had also worked with the nation's furniture manufacturers to promote fire resistant furniture. But substantial work still needs to be done in that area.

Neither industry response has been particularly effective in off-setting fire scarred victims interviewed by the news media and paraded before legislative committees.

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A strong, visible, positive tobacco industry effort -- at this time -- is needed to reverse the trend toward self-extinguishing cigarette legislation.

There are three factors which suggest that firefighters would be willing to work with us.

1. With the phasing out of the U.S. Fire Safety Administration, firefighters have lost a major national voice in the effort to diminish accidental fire losses.
2. Public funds are growing scarce. Firefighters must compete vigorously for financial support. There is, in fact, a substantial need for suitable equipment and fire retardant clothing.
3. Firefighters are not anti-smokers per se. They are legitimately concerned about fire safety and should respond favorably to an effective program of fire safety proposed by the tobacco industry.

Possible Industry Efforts

The industry's efforts could have three parts:

1. Fire Safety Education

Cigarettes are one of a vast number of consumer products which if used carelessly can cause fires. A national campaign built around that concept and conducted in cooperation with major national firefighting groups* and local fire departments would establish the industry as actively dealing with the issue.

By way of an example, we would suggest the following:

The campaign would feature a calendar. Each month would, in turn, display the fire hazards most typically found at that time of year. In that way, consumers would be reminded -- say, in December -- to decorate their Christmas tree safely, ensure a clean chimney, check their wood burning stove, and look out for inebriated friends with cigarettes at holiday parties. Each month would feature a different set of safety reminders.

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* We could work with the National Fire Protection Association and its 31,000 members; the International Association of Fire Chiefs and its 7,200 members; the International Association of Firefighters, a union with 175,000 members; and/or the Foundation for Fire Safety which serves as the firefighting industry's research component.

The campaign would have as its theme: "The Tobacco Institute and your local fire department bring you a safe (December)."

The calendar might be distributed as a cooperative venture by local TAN groups and fire departments. Additionally, at the beginning of each month, the appropriate page of the calendar would be run as a full page advertisement in local newspapers. Local radio promotional messages would tell listeners to look for the advertisement/calendar page.

In this format the program could continue locally for some time -- all the while building localized relationships with rank and file firefighters.

2. Support of Firefighters

While firefighters are greatly concerned about safety, they are at least equally concerned about job security, the quality of their equipment and the advancement of what they call "firematics" -- the knowledge of fire.

The industry could play a somewhat low key role in helping firefighters in such areas.

For example:

- a. Many local fire departments rely on volunteer manpower. An industry-developed volunteer recruitment campaign could be made available in kit form and presented state by state to the chiefs of volunteer departments. Again, this could be conducted in cooperation with a major national firefighting group.
- b. The industry could fund a study to determine why cigarette-caused fires are on the decrease -- in the hope that, by identifying the factors involved, the downward trend could continue. This study could be conducted by one of the major national firefighting groups cooperating in other ways with the industry.
- c. The industry could support a study of the factors resulting in a lower incidence of accidental fires in Europe than in the United States. The purpose would be to illustrate the importance of effective public education activities.
- d. The industry should continue to work with the furniture manufacturers to promote the use of fire resistant fabrics.

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Program Outline

International Differences in Fire Safety

BACKGROUND AND STRATEGY

The United States and Canada have the highest fire death rates in the world - double those of Europe and Japan, and four to five times higher than countries such as Switzerland and West Germany. The United States also has among the highest fire incidence rates and fire loss rates per capita in the world. The proposed program would attempt to further understand reasons for these differences and to identify methods that are transferable or adaptable to the United States.

A three-year program is envisioned, with each phase interrelated, but of value independently:

- Phase 1. Identification of the reasons and hypotheses for the differences, (1982) and especially the lessons we can learn from Europe and Japan (and other Western countries.)
- Phase 2. Updated compilation of international statistics on fire safety. (1983) (It has been five years since the United States Fire Administration, which is presently being dissolved, sponsored the last study.)
- Phase 3. Scientific investigation into the reasons for the differences; (1984) testing of hypotheses and ideas raised in Phases 1 and 2.

Each of these areas has been addressed in the past, but not conclusively. We will describe only the Phase 1 project here, which can make an immediate contribution to international thinking on fire safety, and provide recognition for the benefactors. It is also the least expensive phase and the one likely to receive the most interest in the fire community and general public.

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The Phase 1 project would build on a base of information and international contacts gathered by Philip Schaenman during a series of trips to Europe in 1978 - 1980, on behalf of the United States, as Associate Administrator of the U.S. Fire Administration. The subject of the proposed project, "reasons for international differences," was the focus for trips to:

- Great Britain
- France
- Sweden
- Switzerland
- West Germany
- Greece
- Denmark

These investigative visits were conducted at the highest levels of local and national fire services. The information gathered was recorded in notes but never published. A number of major reasons for the international differences were tentatively identified, including more rigorous code enforcement, different construction practices with built-in fire safety, public attitudes and knowledge about fire, mandatory use of chimney sweeps, insurance practices, and several others.

The visits expanded upon a series of earlier studies undertaken at Mr. Schaenman's request and supervision by the Georgia Institute of Technology and the U.S. Fire Administration's National Fire Data Center. These earlier studies collected and analyzed data on the fire experience from many countries for three periods in the last two decades. The studies attempted to correlate fire losses with various socioeconomic variables (including smoking per capita). The studies raised many hypotheses about international differences and debunked some myths. They were not intended to be conclusive.

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WORK PLAN - LESSONS FROM INTERNATIONAL DIFFERENCES

Task 1 - Summarize Findings to Date

The various findings to date by Schaenman, Georgia Tech, and others will be reviewed and summarized. A bibliographic search will be conducted for any relevant recent studies or articles.

The information gathered to date is uneven, because of the different emphases given to various aspects of fire protection by the host countries for the international meetings, and the variations in information that happened to be available. Thus, in addition to summarizing findings, this task will identify information gaps, and points that require further verification.

A draft of findings to date will be sent to each country visited in 1980 in advance of the planned return visits. Drafts will also be sent to other researchers in the United States and elsewhere for comments and further information.

Task 2 - Return Visits to Selected European Fire Protection Agencies

Visits will be made to six of the seven countries (all except Greece) originally visited in 1980. (The Greek statistics were nonexistent, and their practices did not seem particularly interesting). In each case, an attempt will be made to meet with the original agencies contacted; second sources will be sought as replacements where original sources are not available, and as convenient "targets of opportunity" arise on the trips. The original agency will be used to verify and update findings. The second sources will be used to provide cross-validation of facts, and other viewpoints. The visits would include national, city, and private fire agencies and research organizations, as follows:

Great Britain - Home Office/London; London Fire Brigade; Fire Research Station (Boreham Wood); one other major city fire brigade.

(Fire death rate is one-half that of the United States; profile of causes almost identical; English speaking.)

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- France - Civil Security Agency (which includes their national fire organization); Paris fire brigade; one other city fire brigade.
(Fire deaths are less than one-half that of the United States; totally different approach than British; language problem for visit (need interpreter))
- Switzerland - Bern fire brigade; Geneva fire brigade; federal fire organization.
(Fire death rate is one-fifth to one-tenth that of the United States - the lowest in Europe; strictest fire prevention efforts).
- Sweden - Federal fire research organization; Stockholm fire brigade; insurance industry (Skandia).
(Fire death rate is one-half that of the United States, despite single-family wood frame houses, cold climate, and wood-burning stoves.)
- West Germany - Berlin, Bonn, Hamburg fire brigades; federal fire research organization (Bonn).
(Fire death rate is one-fifth to one-tenth that of the United States; strict attention to reviewing building plans and code enforcement.)
- Denmark - Private national fire company, which provides fire suppression for much of the country, (it is a private sector fire service on a unique scale. There are only a few small communities with private fire protection in the United States). Also, Danish National Fire Protection Association.
(Fire death rate is one-quarter to one-fifth that of the United States.)

In addition to government organizations, we will attempt to identify industry-sponsored fire prevention programs that are on a national (or at least city-wide) scale in these countries.

Task 3 - Visit to Japanese Fire Protection Agencies

Japan has the highest fire death rate per 100 fires in the world, yet a fire death rate per capita that is only one-half that of the United States. Japan was not included in the previous visits.

The Tokyo fire brigade, which was increased by 75 percent in the mid-70's to launch a major fire prevention effort, will be visited to determine

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the success of this and various other prevention efforts. The national fire protection agency will be visited to get information on the nationwide programs. The leading Japanese cigarette company, which is reputed to conduct a major prevention campaign each year during fire prevention month, will be visited to identify the procedures and success of the program.

Task 4 - Report Preparation and Dissemination

Based on the information collected in Tasks 1 through 3, we will produce a detailed report and a summary article (or two articles). The summary article will be intended for national publication in a leading fire journal. Depending on the intended audience and the volume of the information obtained, it may be preferable to write one article on fire service and firefighter training differences, and another on fire prevention differences. The same article, or a somewhat popularized version, would be submitted to national popular magazines. To attract national and possibly international attention, a press release will be issued to national and international media to highlight the study's findings and encourage in-depth interviews on the subject. The industry might put the results to other uses also, such as informing Congress and other industries of the findings.

COSTS AND TIMESCALE

The above study will be completed for a cost of \$42 K plus travel costs (\$6-8 K) provided by Covington and Burling directly. Travel arrangements and costs will be reduced significantly--no G&A added--by being arranged directly by Covington and Burling. Thirteen workdays are allocated for the European trips, five workdays for the Japan trip. The majority of work on this project will be conducted by Philip Schaenman, President of TriData. Two months of his time, plus support as needed from research assistants, library, editors, and support staff of TriData and its parent company, SPC, will be included in the fixed-price contract.

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The project would be completed within six months of inception. This will also allow time to coordinate all of the necessary international arrangements.

A reduced version of this project might be considered: a summary of the information obtained on previous trips, with updates from any new published materials we find, but without travel, and without updates and verification of information obtained in the 1980 trips, could be conducted for \$20 K. It would have the disadvantage of being based entirely on federally sponsored data collection and travel, which might give an unfavorable impression if issued under the auspices of a new sponsor. It also might appear somewhat dated, though the fundamentals of the international situation are unlikely to have changed significantly. This reduced study would make a valuable contribution, albeit somewhat diminished in newsworthiness, content, and urgency, than the updated version of the study. A compromise alternative is for travel to fewer of the previous countries visited, or to eliminate Japan.

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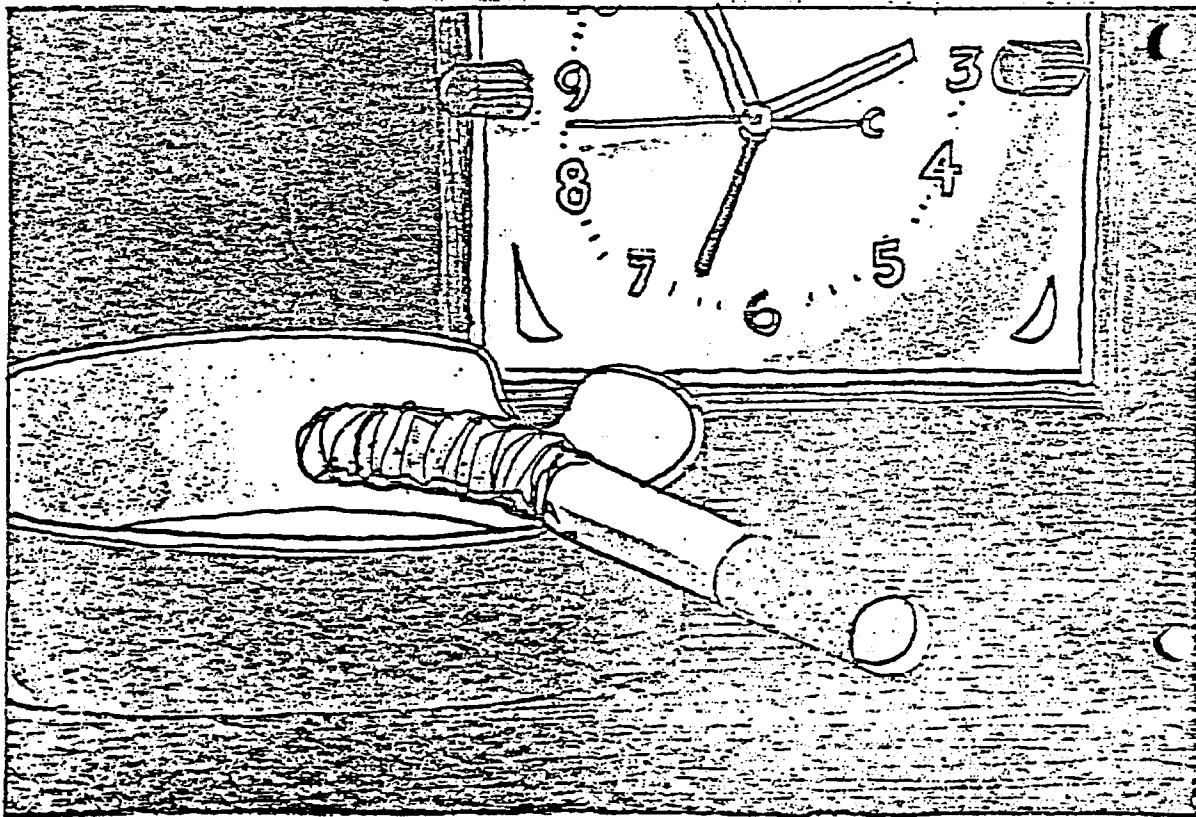
EXHIBIT 1

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QUESTION

12

WHAT ABOUT
FIRES CAUSED BY
THE CARELESS
USE OF
CIGARETTES?



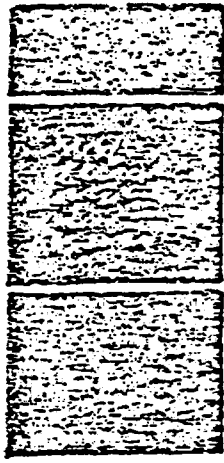
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a most asked questions about cigarettes.

When you smoke a cigarette, the smoke enters your lungs and is absorbed into your bloodstream. This is why smoking is so addictive. The nicotine in cigarettes is a powerful drug that affects the brain. It makes you feel good and happy, but it also makes you feel nervous and jittery. This is why you want to smoke more and more often. The more you smoke, the more you need. This is why smoking is so hard to quit. It's not just a habit, it's a physical addiction. The only way to get rid of the addiction is to stop smoking completely. There are many ways to do this, but the most effective is to seek help from a doctor or a counselor. They can help you understand your addiction and give you the tools you need to quit. It's not easy, but it's worth it. Your health is worth it.

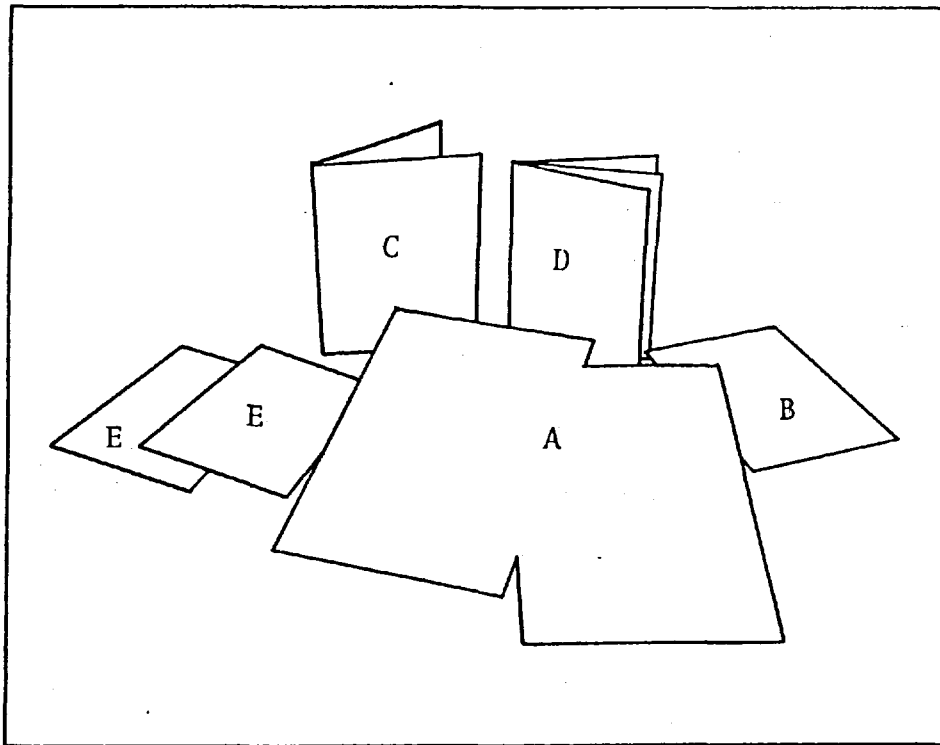
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**WEIGH BOTH SIDES
BEFORE YOU TAKE SIDES.**

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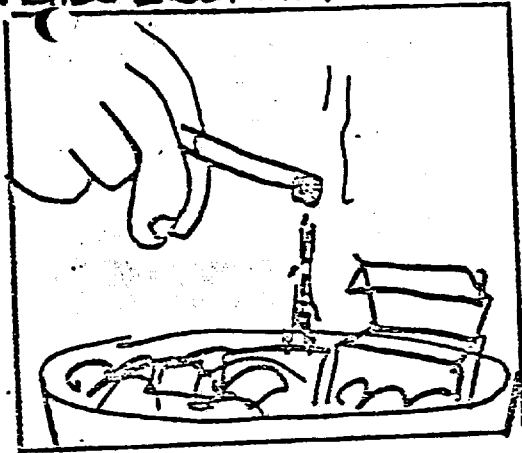


Key to photo, next page:

- A. Calendar of home fire safety tips
- B. Spot newspaper advertisement of calendar page
- C. Promotional kit for volunteer fire departments
- D. Instructions for use of kit materials
- E. Spot newspaper advertisements encouraging public support of volunteer fire departments

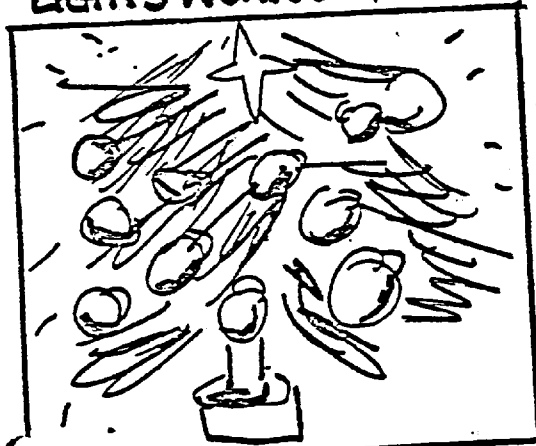
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**DON'T FLICK CIGARETTE
ASHES EXCEPT INTO ASH TRAYS**



**A FIRE SAFETY MESSAGE FROM
YOUR LOCAL FIRE DEPARTMENT**

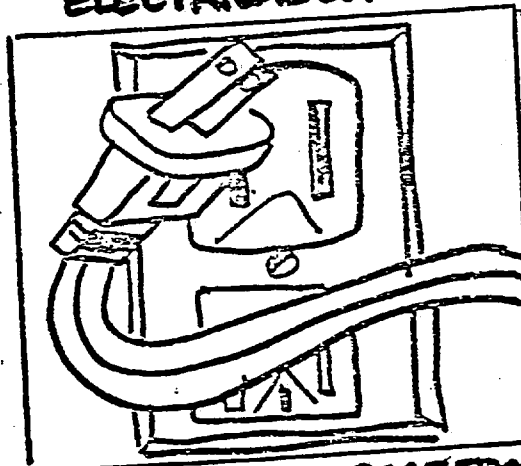
**BE SURE CHRISTMAS
LIGHTS WORK CORRECTLY**



**A FIRE SAFETY MESSAGE FROM
YOUR LOCAL FIRE DEPARTMENT**

EXHIBIT 3

**DON'T OVERLOAD YOUR
ELECTRICAL OUTLET.**



**A FIRE SAFETY MESSAGE FROM
YOUR LOCAL FIRE DEPARTMENT**

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